



Reduce Unwanted Mail Tip Sheet

Feel free to forward this information to other friends, neighbors, and family members who are frustrated with the amount of junk mail they receive. If you have any additional questions about recycling or waste reduction options in the Tucson area, please feel free to call the Tucson/Pima County Recycling Info Line, at 791-5000.

Direct mailings (third class mail, presort standard, bulk rate) provide a service in our community for advertisers and consumers alike; but if you are receiving unwanted, unsolicited mail, be selective. If advertising is going from the mailbox to the recycle bin, then get off the mailing lists. Keep the following tips in mind:

- Reducing unwanted mail takes persistence and patience, as it takes a few months and several calls and letters before there is a noticeable decrease in the amount of solicitations you receive. The more diligent you are, the less mail you get. The following resources will remove your name from specific local and national mailing lists. Note, that this will not take you off of "carrier route" nonspecific local mailings that do not have your address on them.
- Additional tips: do not give your name, phone number, e-mail, or mailing address out for any type of contest, sweepstakes, prize, sample, or promotion unless you are truly interested in the program. These contests are prime ways that marketers obtain new or updated addresses and phone solicitation numbers. If you do choose to give your email address out to marketers, consider maintaining a separate, private email account for personal correspondence.
- For companies you do business with, be sure to express to their customer service departments your desire to not have your name, phone, or address shared with any other company, or even with other divisions of the company unless necessary for your account. This can be in writing, or often over the phone.
- For e-mail messages from companies you have not requested information, simply delete the message or use software that will block the email address. DO NOT follow the "directions to unsubscribe" from the list unless it is from a company or list that you purposefully subscribed to or did business with in the past. Often, by "clicking here to unsubscribe" from these lists, you are unwittingly confirming to the undesired company that your email address is current and correct, so they will send you more emails and pass your address on to other companies.
- Likewise, forward on only pertinent information to friends, family members, and co-workers; don't inadvertently become a junk mailer by forwarding on the latest scares, hoaxes, get-rich-quick schemes, and the like. Nobody is going to mail you a check just for forwarding an email to everyone on your contact list; if it is too good to be true, it probably is.

Specific mailing lists you may choose to be removed from:

ADVO/Mailbox Values and Paper Mint: Call 1-888-241-6760 to request removal from their mailing list.

America On Line CDs and other internet service providers: Call 1-888-265-8002 to request that your address be removed from AOL's mailing list. For many other internet service providers, their advertising typically has a toll-free number listed on the CD or packaging as well.

Catalogs: Call the toll-free phone number of the company sending the unwanted or duplicate catalog. Request removal from their mailing list, giving them the exact information on your catalog's mailing label. You may also mail or fax your mailing label to the company's customer service department, with written instructions to remove you from all mailing, phone and exchange lists.

Credit Offers: Call Experian at 1-888-567-8688 to be deleted from the mailing lists of three major credit companies. Recorded voicemail instructions will give options for the amount of time your name can be removed. Also, call or write to your specific credit card companies and tell them to stop selling your name to all outside companies and affiliates.

Direct Marketing Association: Maintains a do-not-mail list; member companies and organizations compare their lists to the DMA registration list, and remove registrants from mailing lists. Send a letter to this address, requesting removal of your name and address from mailing lists, or visit <http://www.the-dma.org> – a fee applies of \$1 per name to be removed.

Mail Preference Service
c/o Direct Marketing Association
PO Box 282
Carmel, NY 10512

Power Mail: Attach the mailing label to a note, requesting removal from their mailing list.
Power Mail, Milltown Office Park, Route 22, Suite B-002, Brewster, NY 10509

Sweepstakes Offers: Call the toll free number listed on the offer to request removal.

- Publisher's Clearinghouse: Call 1-800-645-9242 to request removal from mailing list.
- Reader's Digest: Call 1-800-234-9000 to request removal from their mailing list.

Sexually Oriented Advertising: At any US Post office, fill out and submit form 2150 or 2201.